Survey Recruitment Using Student Portals and Learning Management Systems

Shimon Sarraf
Center for Postsecondary Research
Indiana University School of Education

September 29, 2016

Webinar Outline

- Background
- Results
- Implementation
- Examples
- Q&A

Background

- Getting the attention of students is difficult—many surveys in the field
- NSSE is adapting ...
  - More recruitment messages (5 to 7)
  - Mobile and desktop optimized survey
  - nssesurvey.org (simpler alternative)
  - Survey links for student portals and learning management systems (SP/LMS)

Background

- What do we mean by “posting survey links” to a SP/LMS?
  - NSSE provides unique survey links for each student in your sample
  - Your IT staff inserts links into SP/LMS
  - It is NOT a generic link like nssesurvey.org
Survey Recruitment Using Student Portals and Learning Management Systems

Background

- 2014 NSSE pilot
  University of Central Florida
- 2015 NSSE pilot
  25 schools
- 2016 NSSE Standard Administration
  38 schools
  ~9 split sample for randomized experiment

Background

- Different types of SP/LMS used:
  - Canvas
  - Moodle
  - PeopleSoft
  - Ellucian Luminus
  - Blackboard
  - Jenzabar
  - Desire2Learn
  - Microsoft Sharepoint
  - Various in-house systems

- Institutions have reported difficulties with:
  - Desire2Learn
  - Sakai

Results: NSSE 2016

- Results vary greatly but most appear to benefit
  - Not dependent on institution size or private/public status
- Two impact indicators
  - Response rates (9 split sample schools)
  - Percentage using SP/LMS (28 others)
Survey Recruitment Using Student Portals and Learning Management Systems

Response rates

Response Rates by Recruitment Method at 9 SP/LMS Institutions (NSSE 2016)

Response Rate Increase Using SP/LMS with Email Recruitment Method (NSSE 2016)

Percent Increase in Response Rate Using SP/LMS (NSSE 2016)
SP/LMS Usage

Total Respondents at 28 SP/LMS Institutions (NSSE 2016)

Percentage of Respondents Using SP/LMS (NSSE 2016)

Results

- What explains these varied results?
  - General design and placement of links
    - Location within SP/LMS
    - Visibility/Readability of advertisement/link
  - Campus culture
    - Popularity of SP/LMS
    - Student willingness to provide feedback
  - Other factors?
Survey Recruitment Using Student Portals and Learning Management Systems

**Implementation**

- Talk with your IT staff
- Opt-in using Institution Interface
  - Look Under *Contacting Students* section between mid-October and early November
- Conduct testing in December

  *Sample link for one student:*
  
  http://staging.surv.indiana.edu/ICE4HSPP95/01

---

**Implementation**

- Real links available in January
  - Post links between early February to June 1
- Is everything working?
  - Dispositions download file
  - Email from NSSE
- Fee of $150

---

**Examples**

- Updating links based on student completion status is possible (+$150)
- Ask NSSE about its API, if interested
  - A place to learn from others
  - Only has information about Blackboard now but we hope this will change!
Survey Recruitment Using Student Portals and Learning Management Systems

Wooford College
- Branded Lumina
- Used a prominent NSSE image on home page, linking students to the survey, in addition to including in a Survey Schedule table.
- 47% of their NSSE 2015 respondents used the LMS survey link.

Georgia Southern University
- Desire2Learn
- Upon logging in, students only saw the NSSE recruitment message with the embedded survey link. They could click on either a link to complete the survey or a button to bypass the survey page and go to the standard homepage.
- 46% of their NSSE 2015 respondents used their LMS link.

For other examples see:
nsse.indiana.edu/html/using_sp_lms_recruitment.cfm

Q&A
Survey Recruitment Using Student Portals and Learning Management Systems

For more information, email or call:
nsse@indiana.edu
812-856-5824